

Dear Sir/Madam:

Responsive to the Office Action mailed December 16, 2003, please amend it as follows.

In the Claims

1. (Original) A hand-held electronic device comprising:

a central processing unit;

random accessible memory;

a viewing screen;

a motherboard;

a modem;

data entry means;

prescription writing means;

at least one advertisement, the at least one advertisement being viewable on the viewing screen, the at least one advertisement being permanently stored on the device, the at least one advertisement being chosen from the group comprising color highlighting of associated product, color background graphics identifying the product, video, animation, splash screen displayed in between a prescribing session, audio, audio visual, printable discount coupons, and printable company logo; and,

updating means for updating the at least one advertisement.

2. (Previously Presented) A method for providing advertising, the method comprising the steps of:

providing a hand-held electronic device having a central processing unit, random accessible memory, a mother board, a viewing screen, and data entry means;

providing software for operating the device;

providing means for advertising, the advertising being viewable on the viewing screen, the advertising being permanently stored on the device; and,

updating the advertising via updating the software.

3. (Cancelled)

4. (Previously Presented) The method of claim 2, wherein providing a hand-held electronic device having a central processing unit, random accessible memory, a mother board, a viewing screen, and data entry means comprises the step of:

providing a hand-held electronic device having a central processing unit, random accessible memory, a motherboard, a viewing screen, a signal converter, and data entry means.

5. (Currently Amended) The method of claim 4, wherein providing means for advertising, the advertising being viewable on the viewing screen, the advertising being permanently stored on the device comprises the steps of:

providing a software code;

providing means for advertising, the advertising being viewable on the viewing screen, the advertising being permanently stored on the device as part of the software code, the advertising being chosen from one or more of the group comprising color highlighting of associated product, color background graphics identifying the product, video, animation, splash screen displayed in between a prescribing session, audio, audio visual, printable discount coupons, and printable company logo.

6. (Original) The method of claim 4, wherein the method further comprises the step of:

updating the advertising via the signal converter.

7. (Original) The method of claim 4, wherein the method further comprises the step of:

printing a prescription with the advertising on the prescription.

8. (Previously Presented) A hand-held electronic device having a central processing unit, random accessible memory, a mother board, a viewing screen, data entry means, the device comprising:

at least one advertisement, the at least one advertisement being viewable on the viewing screen, the at least one advertisement being permanently stored on the device;

a signal converter;

printing means; and,

updating means for updating the at least one advertisement.

Claims 9-10 (Cancelled)

11. (Previously Presented) The device of claim 8, wherein the at least one advertisement is chosen from one or more of the group comprising color highlighting of associated product, color background graphics identifying the product, video, animation, splash screen displayed in between a prescribing session, audio, audio visual, printable discount coupons, and printable company logo.

12. (Previously Presented) A method for advertising, the method comprising the steps of:

providing a hand-held electronic device; and,

providing at least one electronic banner advertisement on the device, the advertisement being permanently stored on the device;

transmitting prescription information;

printing prescriptions; and,

printing the at least one advertisement on the prescription.

Claims 13-14 (Cancelled)

15. (Original) The method of claim 12, wherein providing at least one electronic banner advertisement on the device, the advertisement being permanently stored on the device comprises the step of:

providing at least one electronic banner advertisement on the device, the advertisement being permanently stored on the device, the at least one advertisement is chosen from one or more of the group comprising color highlighting of associated product, color background graphics identifying the product, video, animation, splash screen displayed in between a prescribing session, audio, audio visual, printable discount coupons, and printable company logo.

16. (Previously Presented) A computer readable medium containing instructions for controlling a computer system to perform a method, the method comprising:

providing at least one electronic banner advertisement for an electronic hand-held device, the at least one advertisement being permanently stored on the electronic hand-held device; and, updating the at least one advertisement.

17. (Cancelled)

18. (Previously Presented) The computer readable medium of claim 16, wherein providing at least one electronic banner advertisement for an electronic hand-held device, the at least one advertisement being permanently stored on the electronic hand-held device, comprises:

providing at least one electronic banner advertisement for an electronic hand-held device, the at least one advertisement being permanently stored on the electronic hand-held device, the device having a central processing unit, random accessible memory, a mother board, a signal converter, and data entry means.

19. (Original) The computer readable medium of claim 18, wherein the at least one advertisement is chosen from the group comprising color highlighting of associated product, color background graphics identifying the product, video, animation, splash screen displayed in

between a prescribing session, audio, audio visual, printable discount coupons, and printable company logo.